



Summary

Calendar

Trend

Sales Summary 2019/07/01 - 2020/06/30 , Sales \$ 51,878,275 , Profit \$ 5,807,433

Filter Panel

Hide



Sales

Sales Summary, Calendar, Trend

Sales



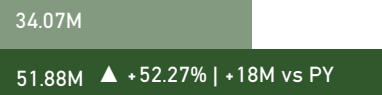
Profit



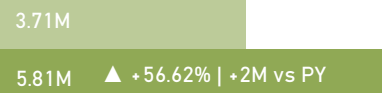
Volume (# of orders))



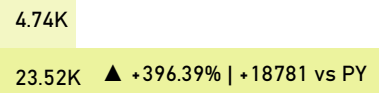
Sales



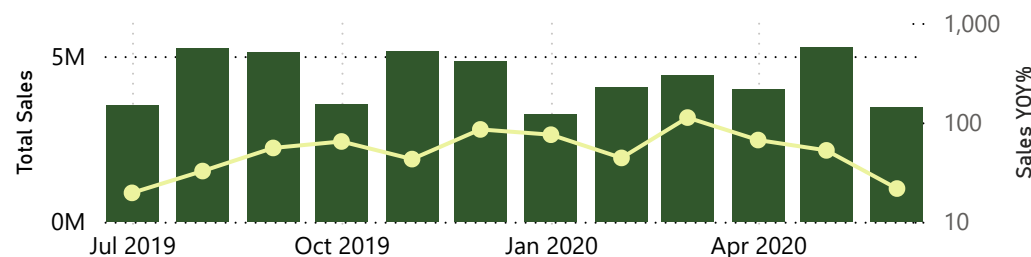
Profit



Volume



Total Sales & Sales YOY% by Month



Volume by Month



Product

Profit Margin

Sales% by Category, Subcategory, Model

Bikes

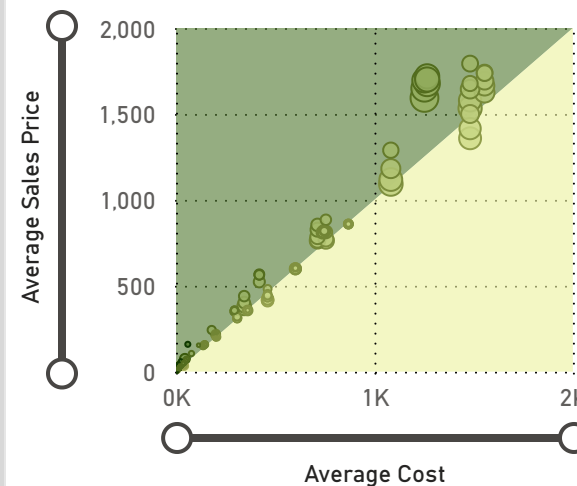
83.82%

Product

Total Profit

Mountain-200 Black, 38	540,713.70
Mountain-200 Black, 42	533,166.77
Mountain-200 Silver, 38	510,413.77
Mountain-200 Black, 46	493,971.38
Mountain-200 Silver, 46	493,189.07
Mountain-200 Silver, 42	476,389.10
Road-350-W Yellow, 48	15,341.46
Touring-1000 Blue, 60	56,961.41
Road-350-W Yellow, 40	52,146.11
Touring-1000 Blue, 46	96,639.00
Touring-1000 Yellow, 60	137,256.38
Total	5,807,432.52

Profit Mar... -24.62% 62.60%



Decomposition, Map, Inquiry



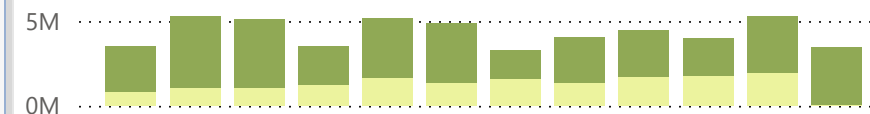
Map, Inquiry

Internet Sales %

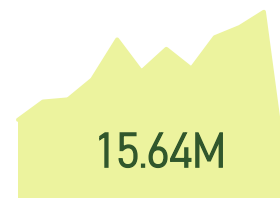
30.14%

Total Sales by Month Year and Channel

Channel Internet Reseller



Internet Sales

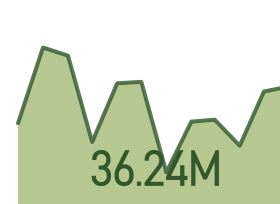


Customer ID + Name

Internet Sales

AW00012321: Rosa Hu	9,637
AW00011420: Jordan Turner	9,129
AW00011425: Ariana Gray	8,480
AW00011429: Marco Lopez	8,397
AW00014186: Katrina Tang	7,353
AW00014185: Frank Vazquez	7,341
AW00012655: Larry Vazquez	7,321
Total	15,637,790

Reseller Sales



Reseller ID + Name

Reseller Sales

AW00000002: Progressive Sports	10,472
AW00000003: Advanced Bike Components	142,334
AW00000004: Modular Cycle Systems	230,176
AW00000005: Metropolitan Sports Supply	46,408
AW00000006: Aerobic Exercise	2,677
Total	36,240,485

Sales

51.88M

Profit

5.81M

Volume (# of orders))

23.52K

Fiscal Year

FY2020

Channel

Internet

Reseller

Category, Subcategory, Mo...

Select all

Accessories

Bikes

Clothing

Components

SummaryCalendarTrend

Calendar / Heatmap View

Sales Calendar

Sales Heatmap

Volume Calendar

Volume Heatmap

Volume Heatmap

Month Year	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Jul 2019																															
Aug 2019																															
Sep 2019																															
Oct 2019																															
Nov 2019																															
Dec 2019																															
Jan 2020																															
Feb 2020																															
Mar 2020																															
Apr 2020																															
May 2020																															
Jun 2020																															

Sales Order	Date	Channel	Total Sales	%GT Total Sales	Sum of Total Product Cost	Total Profit	Profit Margin
SO51131	2019-07-19	Reseller	163,930.39	0.32%	206,323.84	-42,393.44	-25.86%
SO55282	2019-10-16	Reseller	160,378.39	0.31%	183,880.13	-23,501.74	-14.65%
SO51822	2019-08-23	Reseller	128,873.22	0.25%	120,204.55	8,668.67	6.73%
SO57150	2019-11-24	Reseller	122,285.72	0.24%	125,447.17	-3,161.44	-2.59%
SO51858	2019-08-29	Reseller	122,284.46	0.24%	158,335.56	-36,051.10	-29.48%
SO67305	2020-04-16	Reseller	116,153.83	0.22%	120,542.43	-4,388.60	-3.78%
SO53573	2019-09-24	Reseller	115,310.48	0.22%	107,513.16	7,797.32	6.76%
SO51830	2019-08-25	Reseller	112,611.97	0.22%	118,212.57	-5,600.60	-4.97%



Summary

Calendar

Trend



Sales

Trend Analysis: Monthly and Daily Trends of Sales / Volume / Profit

Sales



Profit



Volume (# of orders))



Fiscal Year

FY2020

Channel

Internet

Reseller

Category, Subcategory, Mo...

Select all

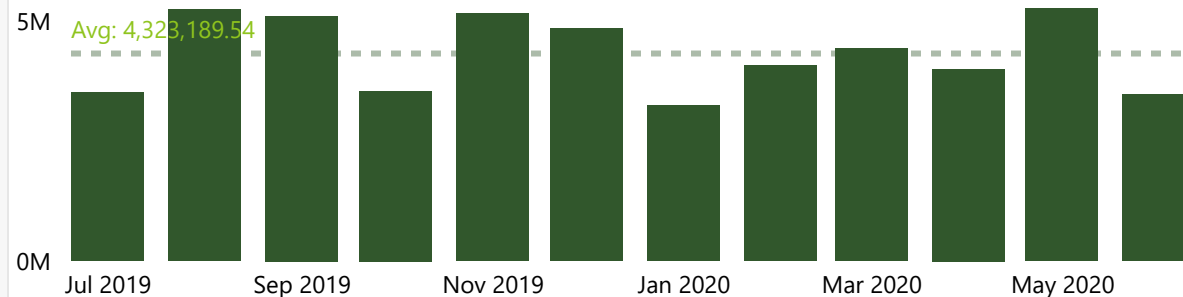
Accessories

Bikes

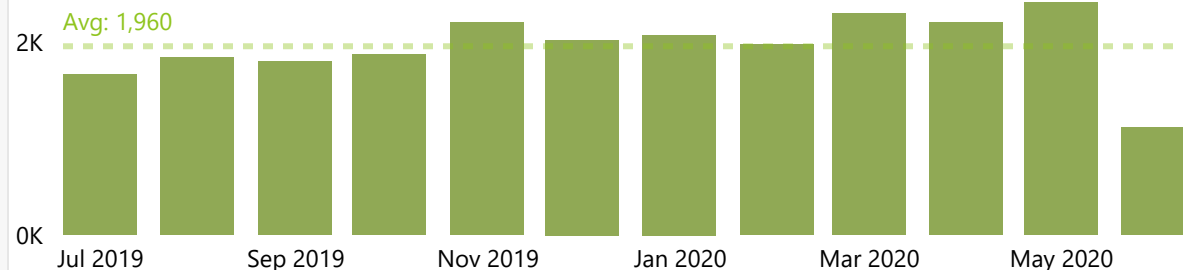
Clothing

Components

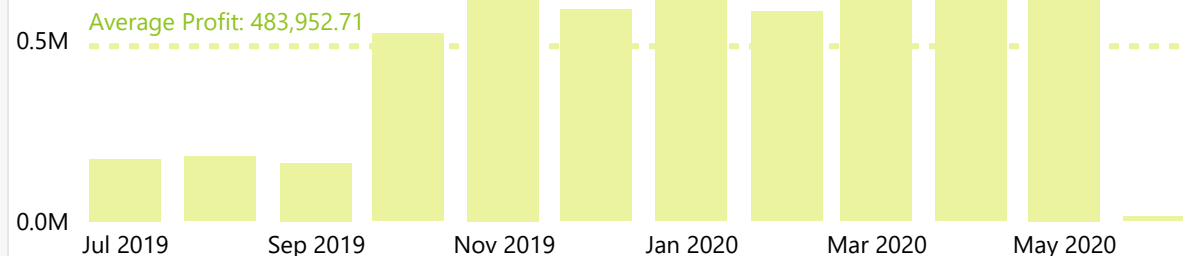
Sales by Month



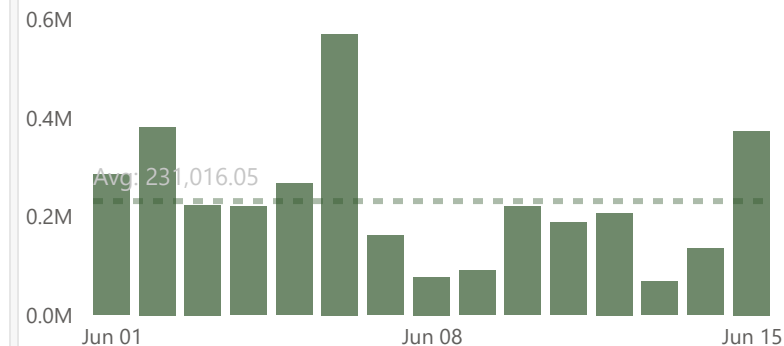
Volume by Month



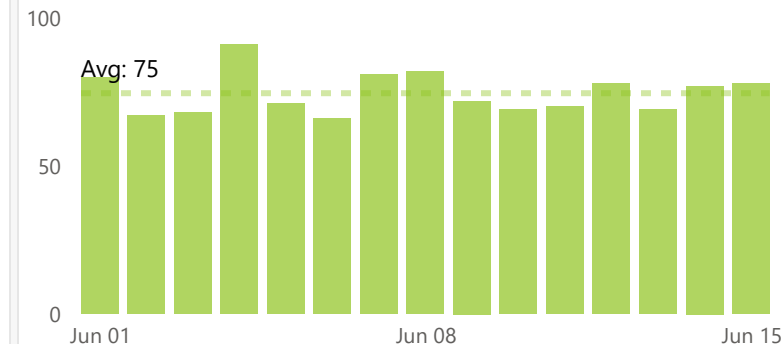
Profit by Month



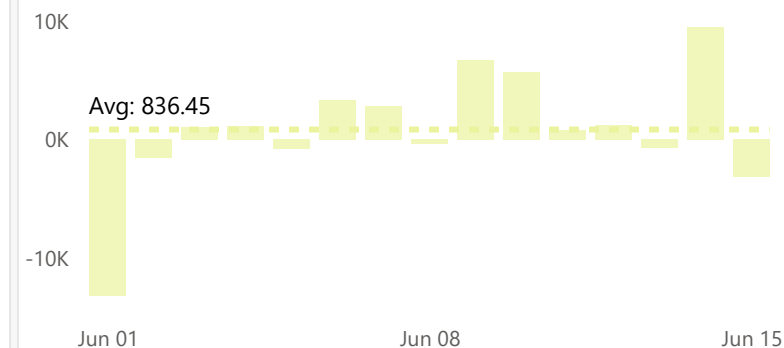
Sales Lasted 30 Days by Date



Volume Lasted 30 Days by Date



Sales Lasted 30 Days by Date





Profit Margin

Product

Sales



Profit



Fiscal Year

FY2020

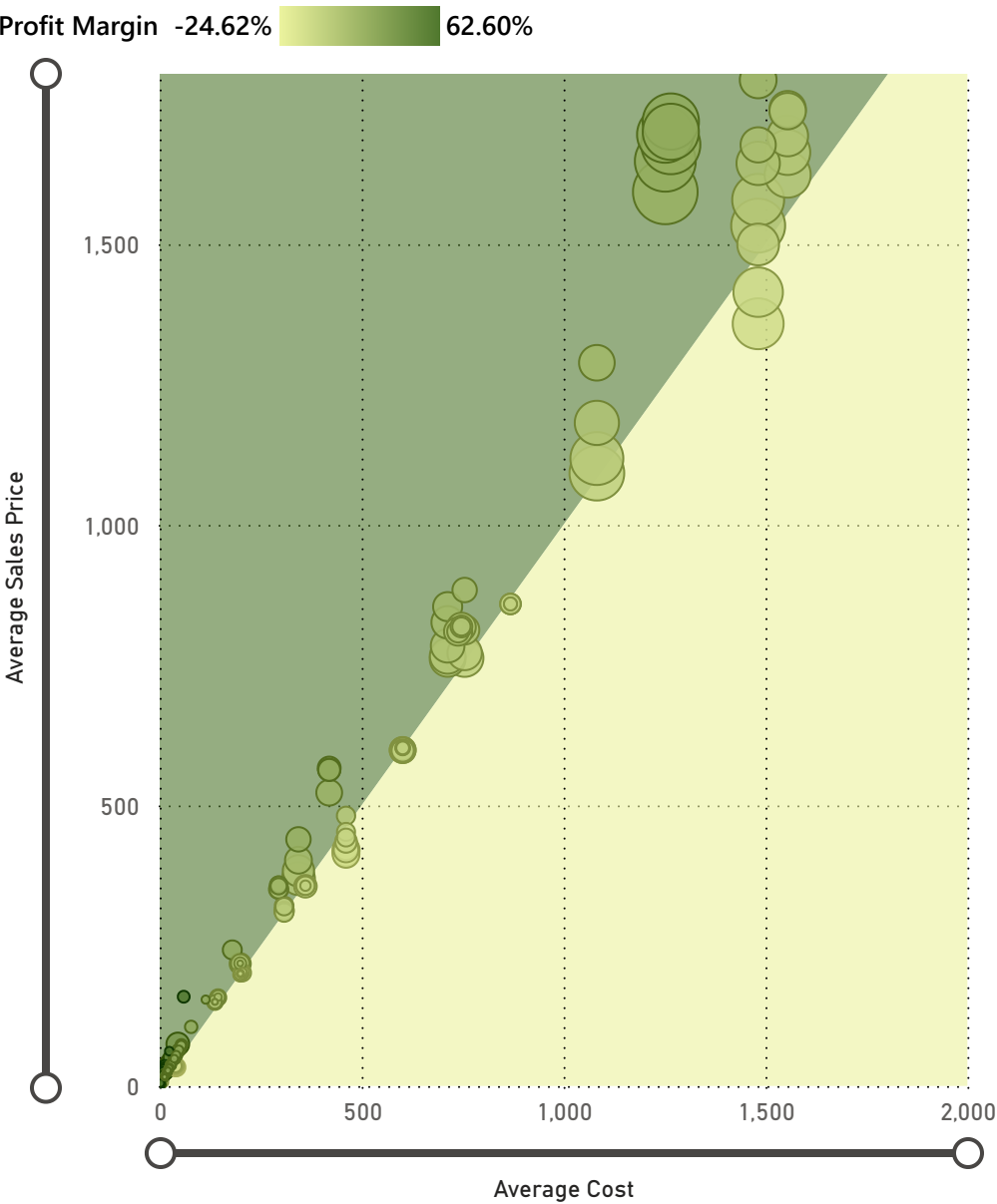
Channel

- Internet
- Reseller

Category, Subcategory, Mo...

- Select all
- Accessories
- Bikes
- Clothing
- Components

Profit Margin



Product	Total Profit	Total Sales	Profit
Mountain-200 Black, 38	540,713.70	2,525,104.06	
Mountain-200 Black, 42	533,166.77	2,219,585.58	
Mountain-200 Silver, 38	510,413.77	2,079,781.95	
Mountain-200 Black, 46	493,971.38	1,888,678.54	
Mountain-200 Silver, 46	493,189.07	1,871,448.70	
Mountain-200 Silver, 42	476,389.10	1,863,508.07	
Road-350-W Yellow, 48	15,341.46	1,764,677.62	
Touring-1000 Blue, 60	56,961.41	1,709,322.16	
Road-350-W Yellow, 40	52,146.11	1,640,188.28	
Touring-1000 Blue, 46	96,639.00	1,572,649.15	
Touring-1000 Yellow, 60	137,256.38	1,506,212.75	
Touring-1000 Yellow, 46	-67,485.38	1,414,452.52	
Road-250 Black, 44	51,199.94	1,206,526.23	
Road-250 Black, 48	75,854.32	1,161,207.95	
Road-350-W Yellow, 42	92,610.60	1,104,757.45	
Touring-1000 Blue, 50	104,210.57	1,057,096.64	
Touring-1000 Yellow, 50	11,355.81	971,651.57	
Road-250 Black, 52	75,473.15	926,029.65	
Touring-2000 Blue, 54	7,301.21	766,227.76	
Touring-1000 Blue, 54	126,802.01	731,432.68	
Road-250 Red, 58	76,640.09	718,833.57	
Road-250 Black, 58	74,863.28	713,946.87	
Road-550-W Yellow, 48	43,451.29	689,501.59	
Road-350-W Yellow, 44	108,830.72	680,396.00	
Road-550-W Yellow, 38	47,175.35	679,677.13	
Touring-1000 Yellow, 54	77,024.54	662,390.01	
Touring-2000 Blue, 60	13,282.17	627,219.77	
Road-550-W Yellow, 40	54,183.34	596,123.99	
Road-750 Black, 48	39,725.07	567,914.50	
Total	5,807,432.52	51,878,274.54	



Internet

Decomposition: Breakdown Sales into Different Levels (Country/State/City/Customer

Sales



Profit



Volume (# of orders))



Fiscal Year

FY2020

Country-Region, State-Provi...

☒ Select all

☐ Australia

☐ Canada

☐ France

☐ Germany

☐ United Kingdom

☒ United States

Country-Region

State-Province

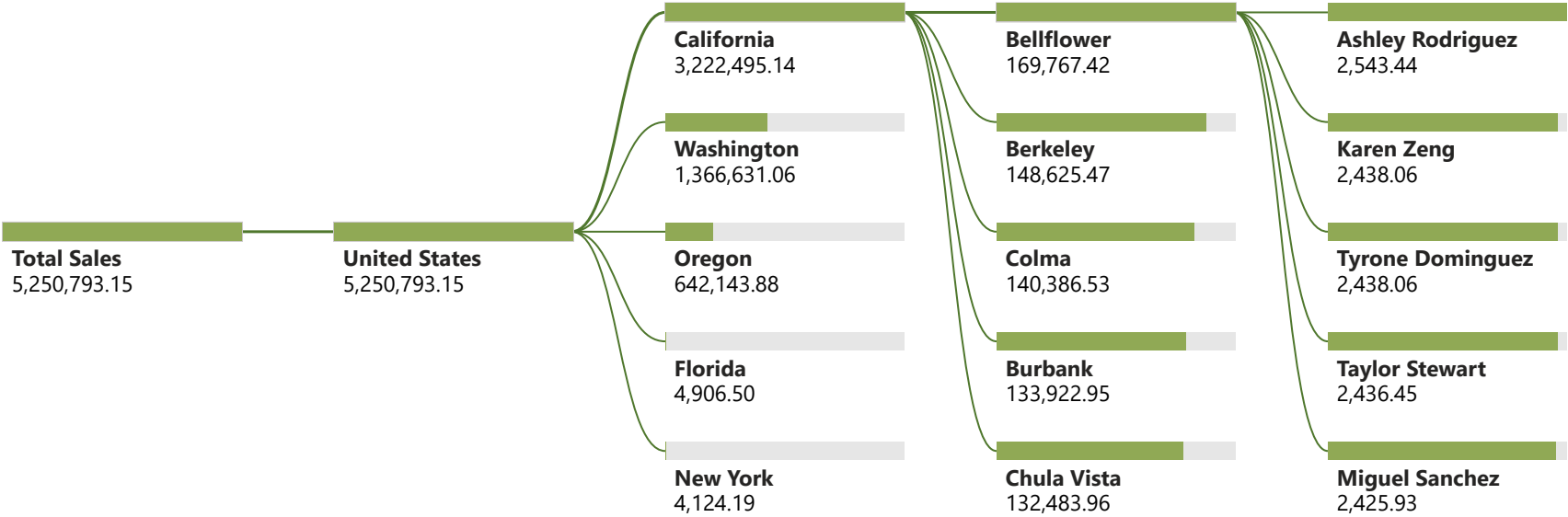
City

Customer

United States

California

Bellflower



Sales and % Total Sales by City

Bellflo...	Chul...	Brem...	Wo...	El C...	Gro...	Mil...	Gle...												
Berkeley	Burli...	Bever...	San...	Lon...	Cor...	Nat...	Iss...	Im...											
Colma	Burien	Bellin...	Bea...	Wes...	Leb...	No...	Ol...	Po...											
Burbank	Conc...	Santa...	Spr...	Cor...	San...	Kir...	La...	Re...											
		Lemo...	Torr...	Linc...	Mar...	Lyn...	La ...												
				San ...	Oak...	Pal...	Ne...												

Customer ID + Name	Total Sales	Total Orders	Total Profit
AW00016373: Sara Cook	2,578.43	1	972.9
AW00016790: Hunter Lopez	2,564.92	1	944.7
AW00020346: Angelica Washington	2,564.92	1	944.7
AW00016118: James Wright	2,563.91	1	1,207.0
AW00020405: Isaiah Campbell	2,563.35	1	963.5
Total	5,250,793.15	7,781	2,213,654.9

⬅️

🏠

🚲

🌐

📱

🌐

Internet

Sales

5.25M

Profit

2.21M

Volume (# of orders))

7.78K

Fiscal Year

FY2020

Country-Region, State-Provi...

📌 Australia

📌 Canada

📌 France

📌 Germany

📌 United Kingdom

📌 United States

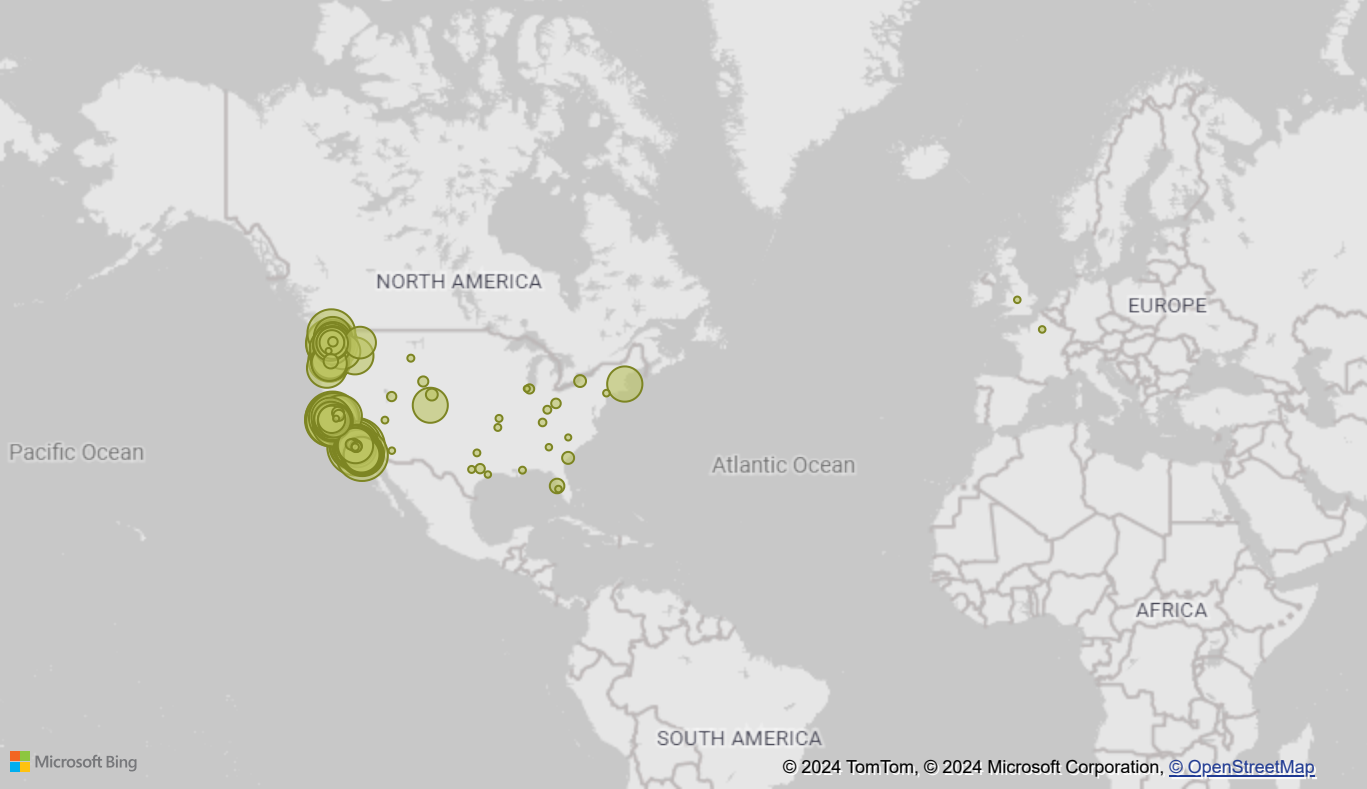
Decomposition

Map

Inquiry

Map: Sales of Different Cities in United States

Total Sales by City



Country-Region	State-Province	City	Total Sales	Count of Customer
United States	Alabama	Birmingham	37.29	1
United States	Arizona	Chandler	32.60	2
United States	California	Barstow		1
United States	California	Bell Gardens	2,341.97	1
United States	California	Bellflower	169,767.42	194
United States	California	Berkeley	148,625.47	200
Total			5,250,793.15	7819

Customer ID + Name	Total Sales
AW00016373: Sara Cook	2,578.43
AW00016790: Hunter Lopez	2,564.92
AW00020346: Angelica Washington	2,564.92
AW00016118: James Wright	2,563.91
AW00020405: Isaiah Campbell	2,563.35
AW00020324: Ashley Rodriguez	2,543.44
AW00020545: Vanessa Butler	2,542.31
AW00016778: Blake Hayes	2,541.32
AW00028259: Samuel Mitchell	2,540.34
AW00028194: Lydia Garcia	2,536.54
AW00020339: Kaitlyn Hughes	2,528.33
AW00020385: Jason Patterson	2,528.33
AW00020412: David Jackson	2,528.33
AW00026057: Barry Subram	2,527.52
AW00020476: Destiny Long	2,521.31
AW00020345: Regina Martinez	2,520.83
AW00013472: Simon Pearson	2,518.98
AW00016004: Joe Martinez	2,518.29
AW00027250: Virginia Vance	2,516.54
AW00016237: Erin James	2,514.93
AW00016361: Wyatt White	2,514.93
AW00020465: Isabel Henderson	2,514.93
AW00016752: Mason Wright	2,512.32
AW00020303: Bryce Morgan	2,512.32
AW00020462: Haley Mitchell	2,512.32
Total	5,250,793.15

Internet

Customer ID + Name

- Search

AW00011000: Jon Yang

AW00011001: Eugene Huang

AW00011002: Ruben Torres

AW00011003: Christy Zhu

AW00011004: Elizabeth Johnson

AW00011005: Julio Ruiz

AW00011006: Janet Alvarez

AW00011007: Marco Mehta

AW00011008: Rob Verhoff

Customer ID: AW00011000

Customer: Jon Yang

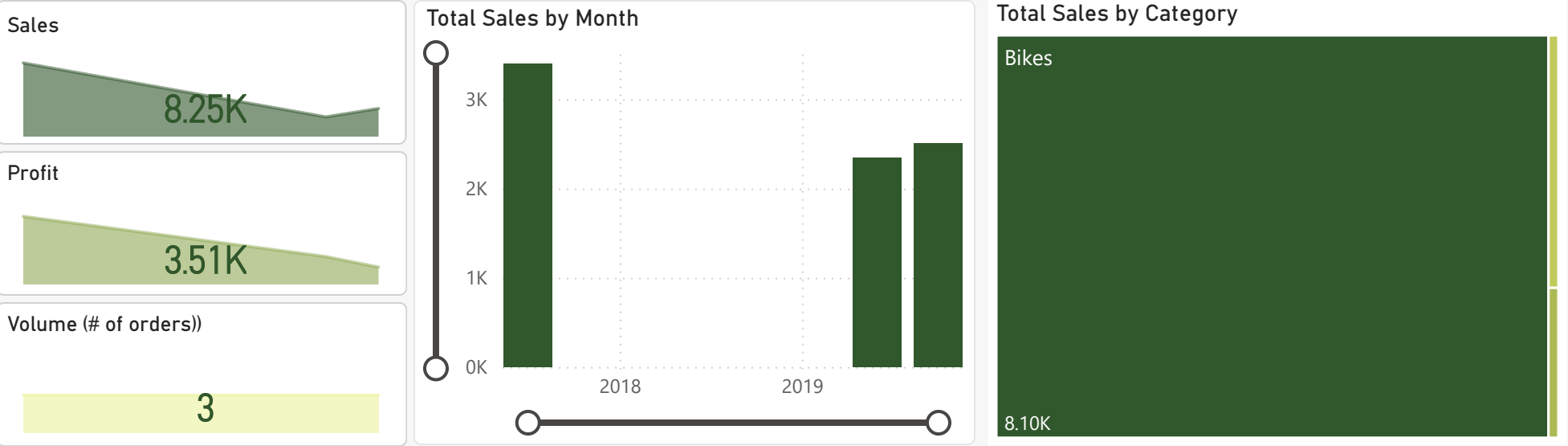
Country - Region: Australia

State - Province: Queensland

City: Rockhampton

Postal Code: 4700

Customer: InquiryAW00011000: Jon Yang



Order Level							
Sales Order	Date	Channel	Total Sales	%GT Total Sales	Sum of Total Product Cost	Total Profit	Profit Margin
SO43793	2017-07-12	Internet	3,399.99	41.22%	1,912.15	1,487.84	43.76%
SO57418	2019-10-04	Internet	2,507.03	30.39%	1,549.31	957.72	38.20%
SO51522	2019-06-21	Internet	2,341.97	28.39%	1,273.84	1,068.13	45.61%
Total			8,248.99	100.00%	4,735.30	3,513.69	42.60%

Reseller

Sales

20.93M

Volume (# of orders))

1.02K

Profit

-275.90K

Fiscal Year

FY2020

Country-Region, State-Provi...

Australia

Canada

France

Germany

United Kingdom

United States

Business Type

Specialty Bike Shop

Value Added Reseller

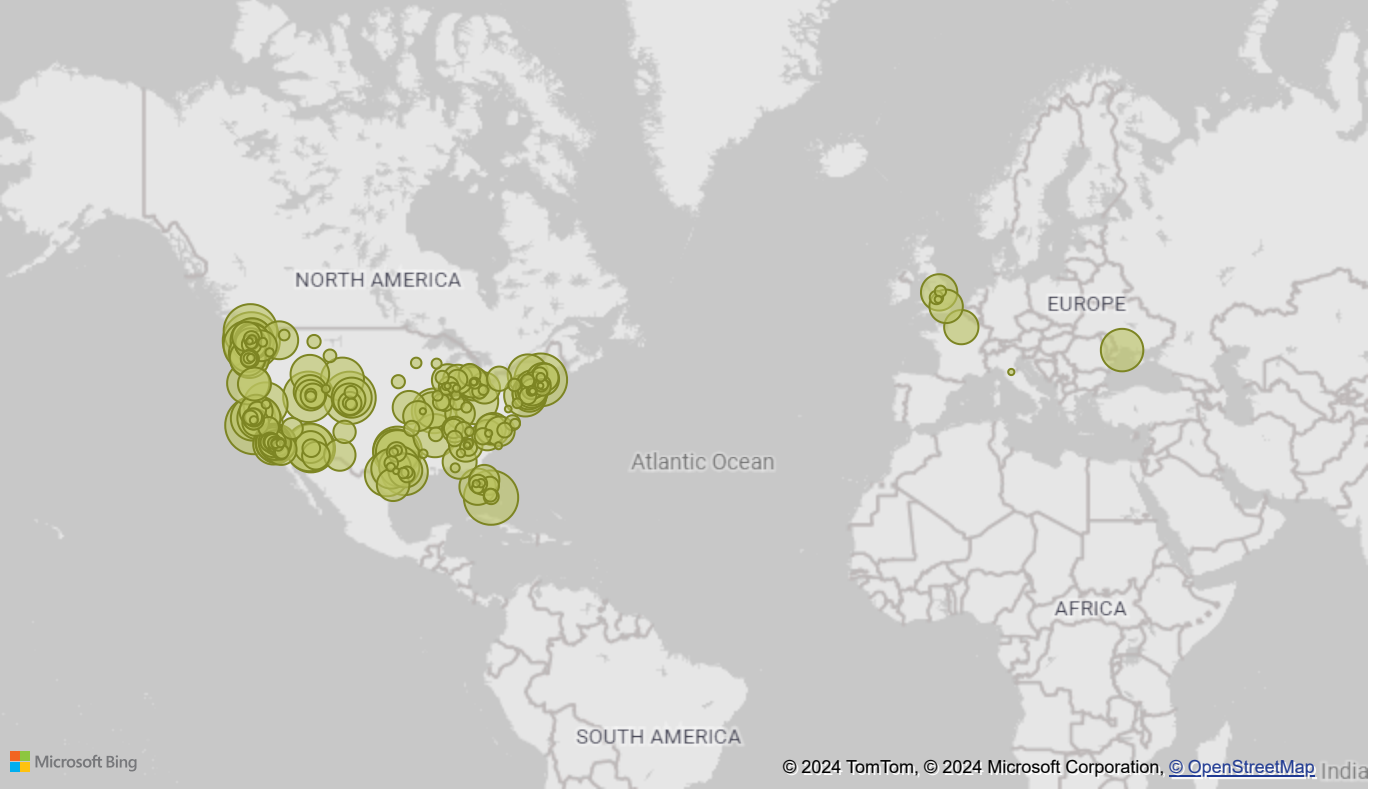
Warehouse

Map

Inquiry

Map: Profit Margin of Different Cities in United States

Total Sales and Profit Margin by City



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Country-Region	State-Province	City	Total Sales	Profit Margin	Count of Reseller
United States	Alabama	Birmingham	11,495.24	11.49%	1
United States	Alabama	Florence			1
United States	Alabama	Huntsville	18,436.58	-3.47%	2
United States	Alabama	Mobile			1
United States	Alabama	Montgomery			1
Total			20,927,177.22	-1.32%	427

Reseller ID + Name	Reseller Sales
AW00000599: Westside Plaza	534,956
AW00000546: Field Trip Store	427,306
AW00000697: Brakes and Gears	397,237
AW00000433: Thorough Parts and Repair Services	386,958
AW00000205: Rally Master Company Inc	355,142
AW00000072: Outdoor Equipment Store	314,663
AW00000024: Eastside Department Store	296,329
AW00000328: Totes & Baskets Company	289,777
AW00000650: Permanent Finish Products	288,088
AW00000490: Extraordinary Bike Works	281,845
AW00000254: Safe Cycles Shop	277,795
AW00000506: Great Bikes	277,495
AW00000170: Excellent Riding Supplies	276,729
AW00000491: Area Bike Accessories	275,644
AW00000670: First Bike Store	267,625
AW00000236: Closeout Boutique	264,961
AW00000097: Mountain Bike Center	264,500
AW00000146: Latest Sports Equipment	257,900
AW00000539: Glossy Bikes	239,853
AW00000290: Friendly Bike Shop	238,509
AW00000436: Sheet Metal	237,809
Total	20,927,177



Reseller

Reseller ID + Name

-
- ☐ AW00000001: A Bike Store
 - ☐ AW00000002: Progressive Sports
 - ☐ AW00000003: Advanced Bike Com...
 - ☐ AW00000004: Modular Cycle Syst...
 - ☒ AW00000005: Metropolitan Sport...
 - ☐ AW00000006: Aerobic Exercise C...
 - ☐ AW00000007: Associated Bikes
 - ☐ AW00000008: Exemplary Cycles
 - ☐ AW00000009: Tandem Bicycle Sto...

Reseller ID: AW00000005

Reseller: Metropolitan Sports Supply

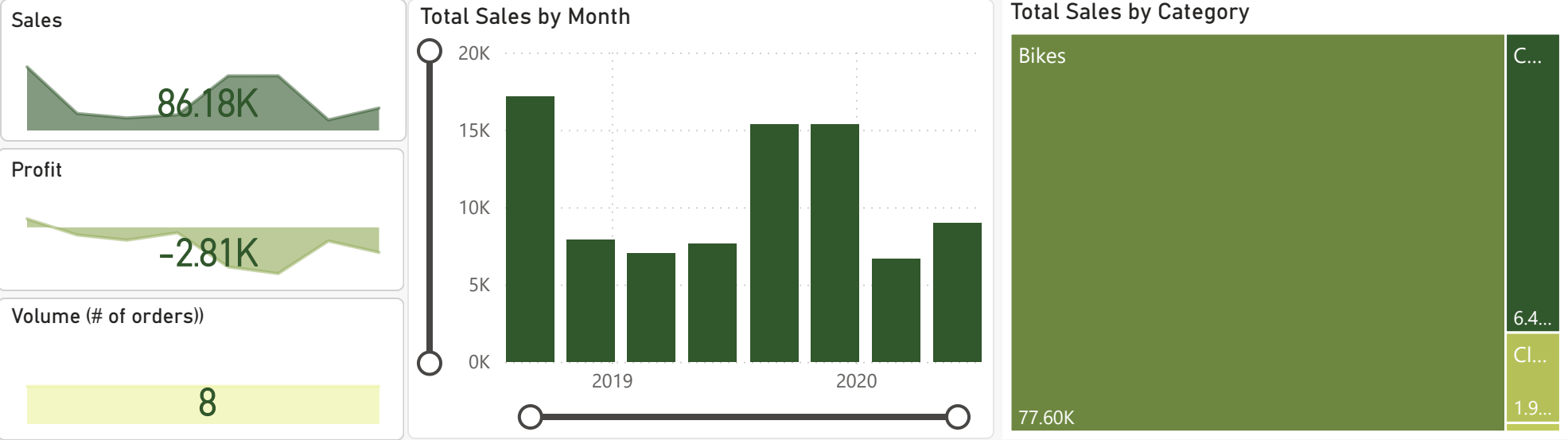
Country - Region: United States

State - Province: California

City: Fremont

Postal Code: 94536

Reseller: Inquiry AW00000005: Metropolitan Sports Supply



Order Level							
Sales Order	Date	Channel	Total Sales	%GT Total Sales	Sum of Total Product Cost	Total Profit	Profit Margin
SO47436	2018-09-24	Reseller	17,147.14	19.90%	16,978.56	168.58	0.98%
SO59014	2019-12-21	Reseller	15,380.65	17.85%	16,296.03	-915.38	-5.95%
SO53607	2019-09-28	Reseller	15,368.30	17.83%	16,151.29	-782.98	-5.09%
SO71890	2020-06-10	Reseller	9,003.91	10.45%	9,501.65	-497.73	-5.53%
SO48374	2018-12-23	Reseller	7,921.75	9.19%	8,072.86	-151.12	-1.91%
SO50746	2019-06-28	Reseller	7,654.39	8.88%	7,761.41	-107.02	-1.40%
SO49534	2019-03-28	Reseller	7,046.91	8.18%	7,300.60	-253.69	-3.60%
SO65307	2020-03-27	Reseller	6,654.79	7.72%	6,925.37	-270.57	-4.07%
Total			86,177.85	100.00%	88,987.77	-2,809.92	-3.26%